ASSIGNMENT WEEK 5

How do the new media differ from traditional media, and what are the advantages and disadvantages of each?

“If content is king, then its queen is making money. This marriage of substance and sales has driven progress and profits in the media world for decades. The internet has been and will continue to be no different, in our view. This is why we believe internet companies that enable and promote revenue generation from their content should be viewed as critical allies of not necessarily competitors to, traditional media companies.

Despite a growing population, TV and radio audiences have been declining in the U.S. Movie ticket sales packed in 2002, and magazine and newspaper circulations have been trending lower for half a decade, with revenue and earnings growth stagnating”.

(Got information from Old Media and new media: Friends, not foes. [www.businessweek.com/investor/content/.../pi2061108\_232958.ht](http://www.businessweek.com/investor/content/.../pi2061108_232958.ht))

What are the advantages and disadvantages of each?

Advantages Television -“Wide graphic coverage. Broad audience reaches perceived accountability with well accepted audience measurement metrics. Relative ease of buying and post-buy maintained and proven success record for promoting mass consumer products.”

Television Disadvantages – “Audience Share is generally declining due to fragmented audiences. Increasing use of DVRs diminishes the impact of commercials. Many television shows skew older and lower income. Typically high CPM costs and rising production costs. Primetime is no-longer the preeminent reach builder with a large part of the viewing population not substantially reached by the primetime networks and increasing ad clutter as commercial pods lengthens”.

Newspaper Advantages – “Broad reach within a define market area. Newspapers offer targeting capability with regional delivery and special advertising sections. Geographic selectivity is available in small towns and marketplace for competitive price shopping”.

Newspaper Disadvantages – “Decreasing market penetration and readership with many newspapers reaching less than 50 percent penetration. Younger audiences (18-24) readership. Some ad recall studies show less than 50 percent of newspaper reader’s recall noting ads and ad clutter”.

Internet Advantages – Direct response and transactional opportunity are available to consumers in real-time and one-to-one marketing any time and any place. Long-term reduction of transactional business costs.

Internet Disadvantages –“Limited frequency across millions of websites with users able to access only a fraction of sites available and privacy and security concerns”.

(Got information from Media Comparison [www.oaaa.org/](http://www.oaaa.org/) marketingsources/…/media\_comparison.aspx)

Which effect do you think media consolidation has had on the content of news in the United States?

With the media being consolidated, the news from the different sources is usually the same.

Do you feel the media is biased?

No I don’t think they are. I think they deliver the news without prejudice.

Should journalists explain things to us from their perspective, or should they just report the facts without analysis and explanation?

I think its okay for journalists to explain things from their point of view. I like to hear other people’s points of view on things.